



POSITION DESCRIPTION

Job Title:	Communications Manager	Location:	Canberra
Team:	Communications	Position Type:	Full-time
Award:	Social, Community, Home Care & Disability Services Industry Award 2010	SCHADS Award Level:	Level 6
Reports to:	Communications Director		
Direct reports:	None		

Primary Job Purpose

The Communications Manager will work collaboratively with the Communications Director, Senior Leadership Team, staff across the organisation and key stakeholders to tell the stories of FARE's community, campaigns, and projects.

The role will work with a high degree of autonomy and be required to develop and implement media and communication strategies that support FARE's Strategic Plan.

The Communications Manager will undertake high level communication tasks including the development of communications strategies and content, leading media relations, and providing advice with clear recommendations to the Senior Leadership Team on communication issues and risks.

Responsibilities

- Work across the FARE team to develop clear, best practice communication strategies for a range of campaigns, projects, and events.
- Lead media relations including undertaking monitoring and reporting, proactively identifying opportunities for media engagement, writing and pitching media releases, opinion pieces, and drafting media plans.
- Develop written content for FARE's key channels including social media, websites, and EDMs.
- Analyse data, identify gaps and provide advice to the Communications Director for tactical content and platform improvements.
- Maintain FARE's brand by developing and proofreading content for consistency and accuracy in line with brand, style and messaging guidelines.
- Perform other duties as directed by the CEO and/or Communications Director.
- Apply the principles and practices of FARE and adhere to the company's Values and Code of Conduct.
- Adhere to all the requirements of the Work Health & Safety Act and Regulations, both personally and in relation to the other staff and the company in general.

Capabilities

Role knowledge, skills and attributes

- Strong interpersonal skills, with the ability to build and maintain relationships with internal and external stakeholders, including media contacts.
- Excellent written and verbal communication skills, with a keen eye for detail and a commitment to quality.
- Experience developing, implementing and evaluating communications strategies.
- Ability to set goals and work productively with minimal supervision.
- Knowledge of current digital communication tools.
- Exceptional time management skills, managing multiple and competing priorities.
- Ability to thrive in a fast-paced, dynamic environment, with a high level of adaptability and resilience.
- Demonstrated ability to take on a leadership role in a small team to achieve outcomes.

Personal attributes

- You're a strategic thinker while also being happy to 'get on the tools'.
- You think creatively to find opportunities to produce innovative, engaging and authentic content.

- You have a wide interest in current affairs and an understanding of the news cycle.
- Demonstrated 'can-do' attitude as part of a creative, responsive and flexible team.
- Demonstrated ability to contribute to a values-based, high performing and effective team and organisational culture.
- Demonstrated commitment to continuing professional and personal development.

Qualifications or other requirements

- A tertiary degree in communications or journalism and/or equivalent work experience.
- 7+ years experience in a similar senior role.

Desirable:

- Experience or involvement with research, advocacy, health promotion and/or behaviour change campaigns.
- Experience working with lived experience advocates, and Aboriginal and Torres Strait Islander peoples.